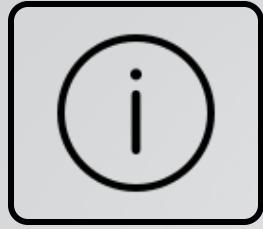




# Business Insight 360



## INFO

Download **user manual** and get to know the key information of this tool.



## Finance View

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



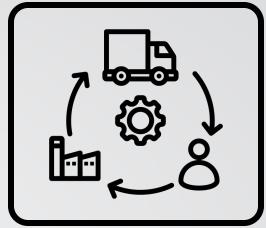
## Sales View

Analyze the **performance of your customer(s)** over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



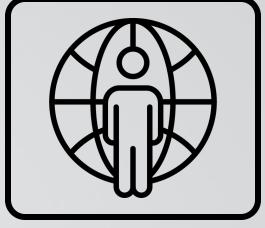
## Marketing View

Analyze the **performance of your product(s)** over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



## Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



## Executive View

A **top level dashboard** for executives consolidating top insights from all dimensions of business.



Region, Market

All

Customer

All

Segment/Category/Pro...

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08 % !

BM: 38.34% (-0.66%)

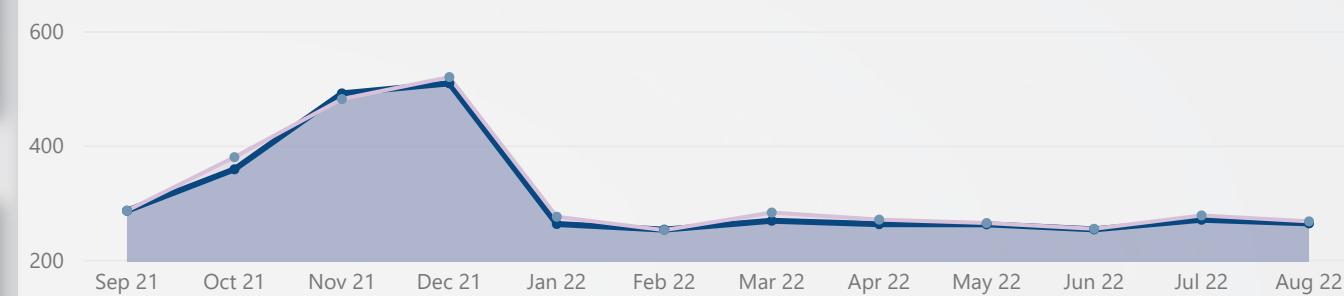
GM%

-13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

## Net Sales - Performance Over Time



## Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
-----------	----------	----	-----	-------

Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit \$	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

## Top / Bottom Customer &amp; Products by Net Sales

Region	P & L values	P & L Chg %
+ EU	<b>775.48</b>	<b>-1.13</b>
+ NA	<b>1,022.09</b>	<b>-1.24</b>
+ LATAM	<b>14.82</b>	<b>-1.60</b>
- APAC		
+ Bangladesh	36.41	0.62
+ China	147.43	0.56
+ Newzealand	70.45	0.13
+ South Korea	300.59	-1.24
+ Australia	119.33	-2.01
+ Indonesia	96.61	-2.70
+ Japan	47.34	-2.88
+ Pakistan	31.05	-3.17
+ India	245.24	-2.20

Segment	P & L Values	P & L Chg %
+ Accessories	454.10	
+ Desktop	711.08	
+ Networking	38.43	
+ Notebook	1,580.43	
+ Peripherals	897.54	
+ Storage	54.59	

BM = Benchmark, LY = Last Year



Region, Mar...

Customer

Product

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

All

## Customer Performance

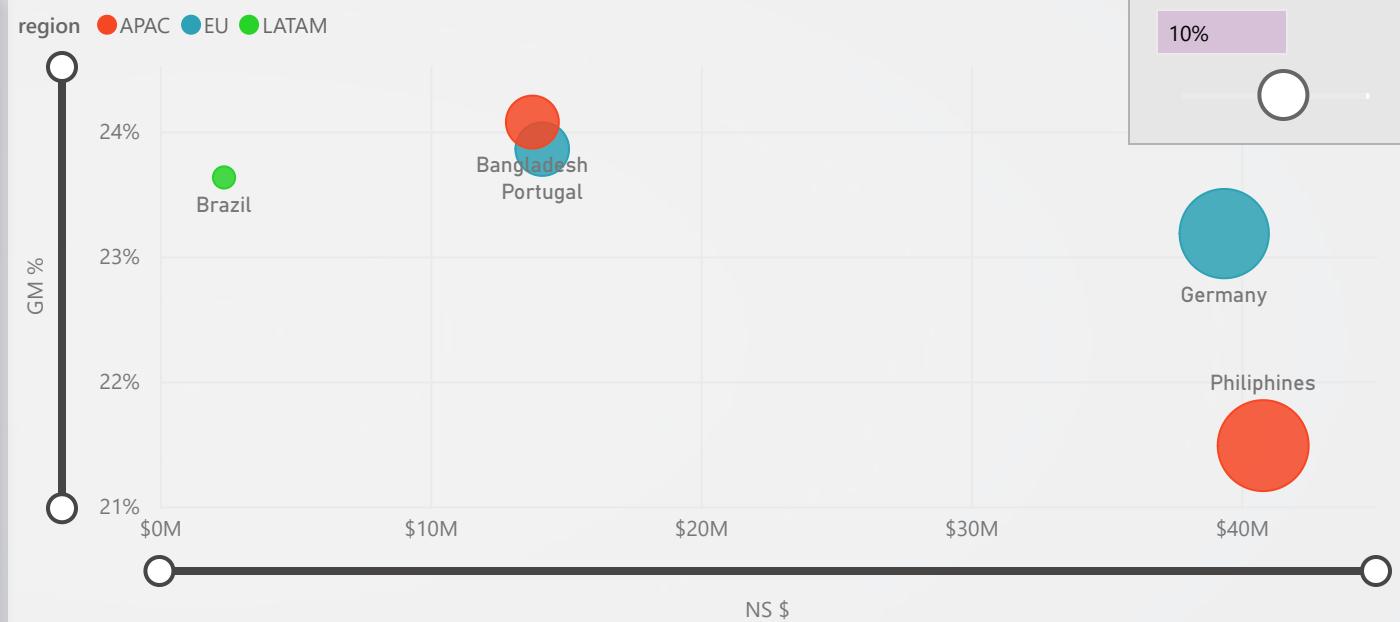
Customer	NS \$	GM \$	GM %
Amazon	\$496.9M	182.8M	36.78%
AtliQ Exclusive	\$361.1M	166.1M	46.01%
AtliQ e Store	\$304.1M	112.1M	36.88%
Flipkart	\$138.5M	58.4M	42.14%
Sage	\$127.9M	40.3M	31.53%
Leader	\$117.3M	36.0M	30.70%
Neptune	\$105.7M	49.4M	46.70%
Ebay	\$91.6M	33.1M	36.09%
Acclaimed Stores	\$73.4M	29.6M	40.32%
walmart	\$72.4M	33.1M	45.66%
Electricalslytical	\$68.0M	25.3M	37.24%
Electricalsocity	\$67.8M	24.4M	36.03%
Staples	\$64.2M	25.0M	38.92%
<b>Total</b>	<b>\$3,736.2</b>	<b>1,422.9</b>	<b>38.08%</b>
	M	M	

## Product Performance

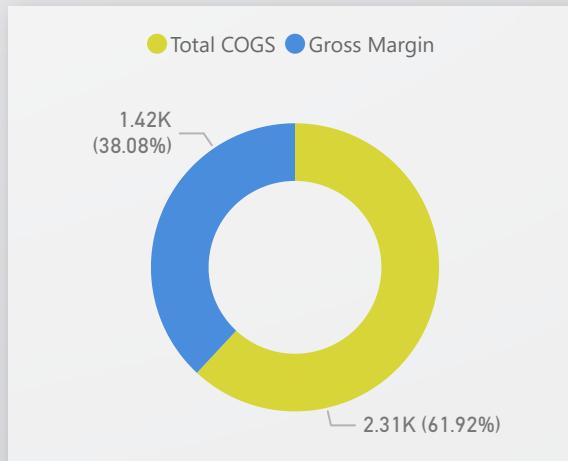
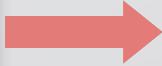
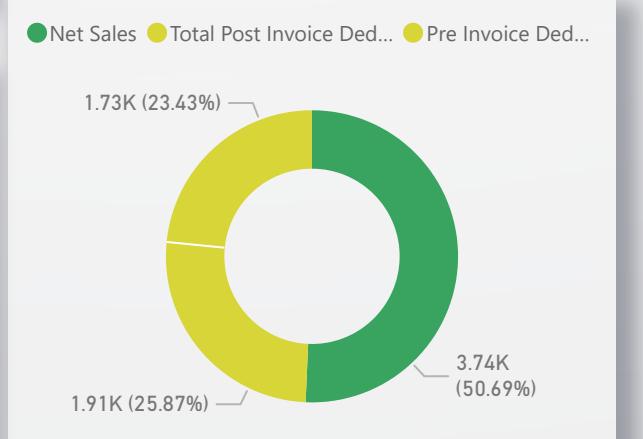
Segment	NS \$	GM \$	GM %
Networking	\$38.4M	14.8M	38.45%
Storage	\$54.6M	20.9M	38.33%
Desktop	\$711.1M	272.4M	38.31%
Notebook	\$1,580.4M	601.0M	38.03%
Peripherals	\$897.5M	341.2M	38.02%
Accessories	\$454.1M	172.6M	38.01%
<b>Total</b>	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>

BM = Benchmark, LY = Last Year

## Performance Matrix



## Unit Economics





Region, Market

Customer

Product

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

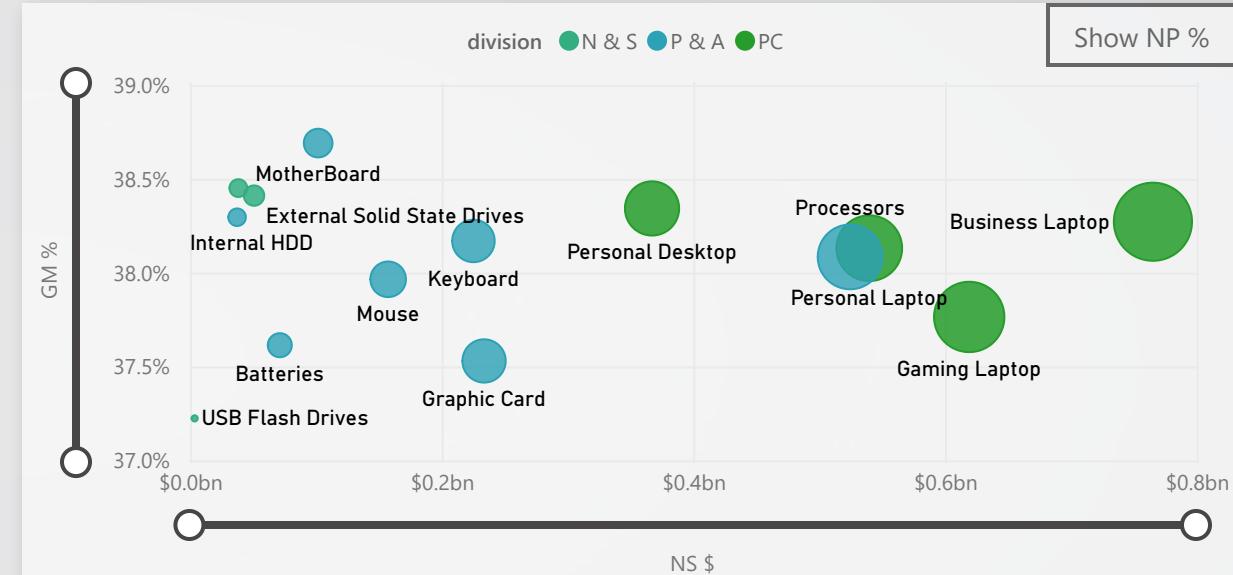
YTD

YTG

### Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Storage	\$54.6M	20.9M	38.33%	-7.51M	-13.76%
Peripherals	\$897.5M	341.2M	38.02%	-125.91M	-14.03%
Notebook	\$1,580.4M	601.0M	38.03%	-222.16M	-14.06%
Networking	\$38.4M	14.8M	38.45%	-5.27M	-13.72%
Desktop	\$711.1M	272.4M	38.31%	-97.79M	-13.75%
Accessories	\$454.1M	172.6M	38.01%	-63.78M	-14.05%
Total	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

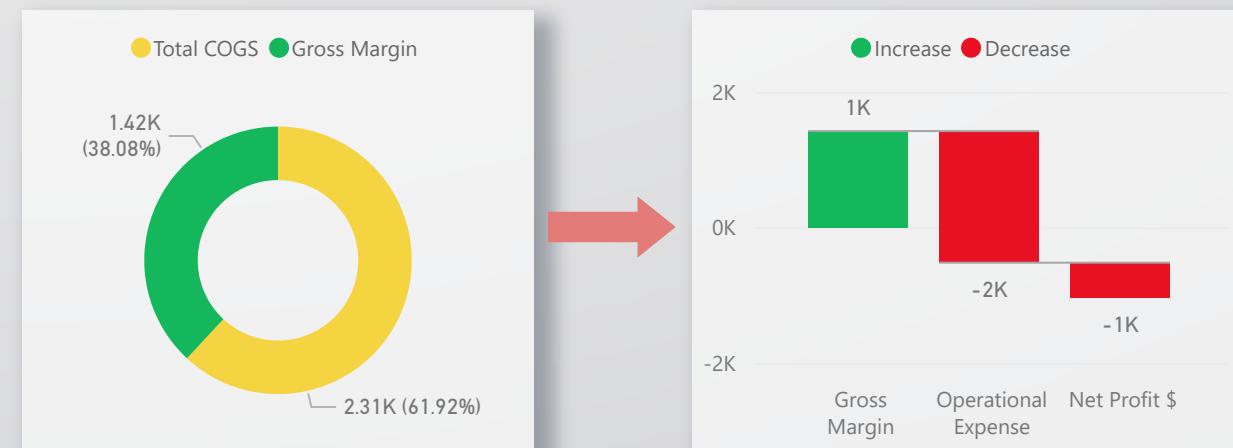
### Performance Matrix



### Product Region / Market / Customer Performance

Region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.8M	690.2M	35.88%	-281.16M	-14.62%
EU	\$775.5M	267.8M	34.53%	-95.52M	-12.32%
LATAM	\$14.8M	5.2M	35.02%	-0.44M	-2.95%
NA	\$1,022.1M	459.7M	44.97%	-145.31M	-14.22%
Total	<b>\$3,736.2M</b>	<b>1,422.9M</b>	<b>38.08%</b>	<b>-522.42M</b>	<b>-13.98%</b>

### Unit Economics



BM = Benchmark, LY = Last Year



Region, M...

All

Customer

All

Product

All

2018

2019

2020

2021

2022  
Est

Q1

Q2

Q3

Q4

YTD

YTG

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

-3472.7K✓

Goal: -751.7K (+361.97%)

Net Error

6899.0K✓

LY: 9780.7K (+29.46%)

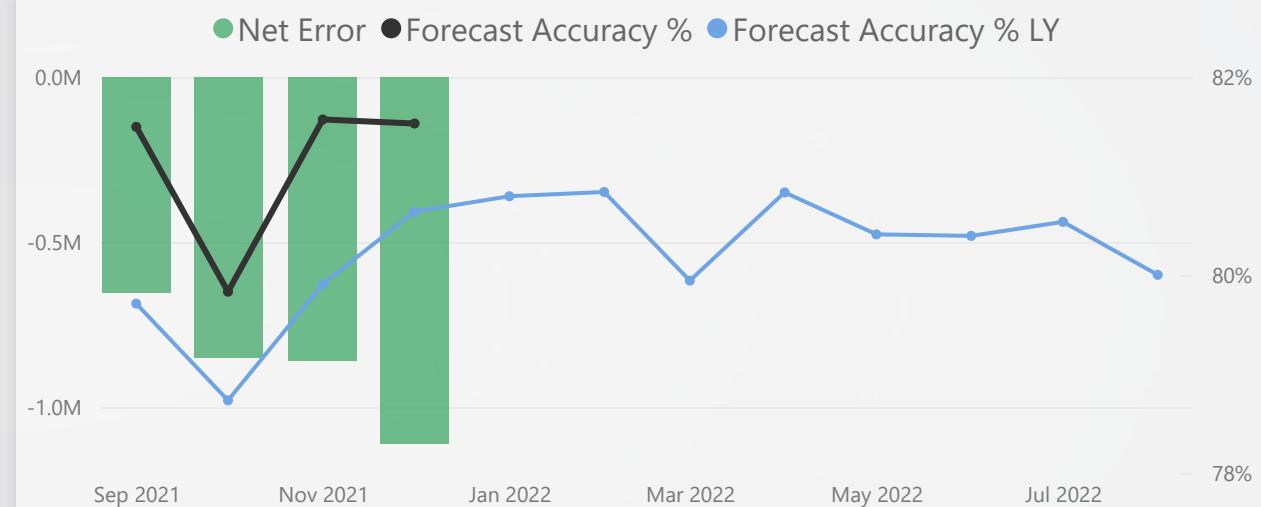
ABS Error

## Key Metrics By Customer

Customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Stock
Acclaimed Stores	57.74%	50.69%	83037	10.74%	Excess
BestBuy	46.60%	35.31%	81179	16.72%	Excess
Billa	42.63%	18.29%	3704	3.91%	Excess
Circuit City	46.17%	35.02%	85248	16.55%	Excess
Control	52.06%	47.42%	64731	13.01%	Excess
Costco	51.95%	49.42%	101913	15.79%	Excess
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	Excess
Leader	48.72%	24.45%	166751	10.98%	Excess
Logic Stores	52.49%	51.44%	6430	2.37%	Excess
Nomad Stores	53.44%	50.59%	3394	1.34%	Excess
Notebillig	42.70%	18.87%	1141	1.31%	Excess
Otto	45.76%	18.37%	1962	2.41%	Excess
Path	50.57%	45.53%	91486	14.91%	Excess
Radio Shack	45.64%	38.46%	69253	16.48%	Excess
Sage	50.72%	33.58%	154291	10.06%	Excess
Software	41.54%	10.16%	2107	2.05%	Excess

BM = Benchmark, LY = Last Year

## Accuracy / Net Error Trend



## Key Metrics By Product

Segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Stock
Accessories	87.42%	77.66%	341468	-14.05%	Excess
Desktop	87.53%	84.37%	78576	-13.75%	Excess
Networking	93.06%	90.40%	-12967	-13.72%	Out
Notebook	87.24%	79.99%	-47221	-14.06%	Out
Peripherals	68.17%	83.23%	-3204280	-14.03%	Out
Storage	71.50%	83.54%	-628266	-13.76%	Out



Region, Market

Customer

Segment/Category/Pro...

All

All

All

2018

2019

2020

2021

2022

Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

Net Sales

\$3.74bn!  
BM: 3.81bn (-1.86%)

GM%

38.08%!  
BM: 38.34% (-0.66%)

Net Profit %

-13.98%  
BM: -14.19% (+1.47%)

Forecast Accuracy

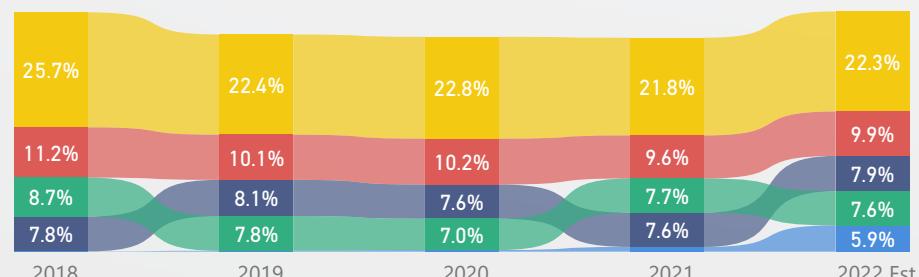
81.17%  
LY: 80.21% (+1.2%)

## Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Stock
LATAM	\$14.8M	0.4%	35.0%	2.9%	0.28%	3.4%	Excess
SE	\$317.8M	8.5%	37.0%	-4.0%	16.40%	-55.5%	Out
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.32%	-4.6%	Out
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.36%	-37.6%	Out
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.87%	14.4%	Excess
NE	\$457.7M	12.3%	32.8%	-18.1%	6.80%	-4.6%	Out
India	\$945.3M	25.3%	35.8%	-23.0%	13.26%	-24.4%	Out
<b>Total</b>	<b>\$3,736.2M</b>	<b>100.0%</b>	<b>38.1 %</b>	<b>-14.0%</b>	<b>5.87%</b>	<b>-9.5%</b>	<b>Out</b>

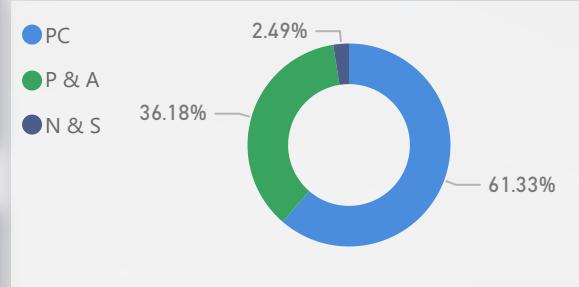
## PC Market Share Trend - Atliq &amp; Competitors

Manufacturer ● Atliq ● Bp ● Dale ● Innovo ● Pacer

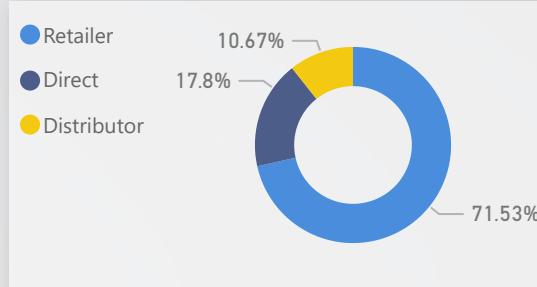


BM = Benchmark, LY = Last Year

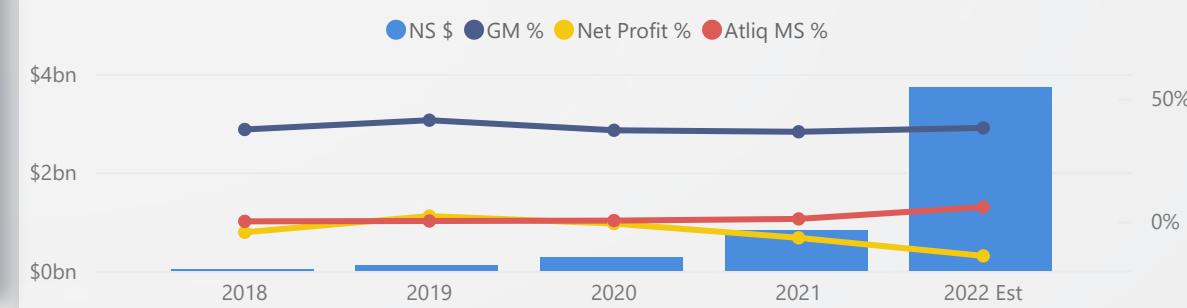
## Revenue by Division



## Revenue by Channel



## Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share



## Top 5 Customers by Revenue

Customer	GM %	RC %
Sage	31.5%	3.4%
Flipkart	42.1%	3.7%
Atliq e Store	36.9%	8.1%
AtliQ Exclusive	46.0%	9.7%
Amazon	36.8%	13.3%
<b>Total</b>	<b>39.2%</b>	<b>38.2%</b>

## Top 5 Products by Revenue

product	GM %	RC %
AQ BZ Allin1 Gen 2	38.5%	5.4%
AQ Home Allin1	38.7%	4.1%
AQ HOME Allin1 Gen 2	38.1%	5.7%
AQ Smash 1	37.4%	3.8%
AQ Smash 2	37.4%	4.1%
<b>Total</b>	<b>38.1%</b>	<b>23.2%</b>



# Business Insight 360



1. All the system data in tool is refreshed every month on 5th working day.
2. System data such as Forecast, Actuals and Historical forecast are received from Global database.
3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.
4. For FAQs click [here](#).
5. Download live excel version [here](#).



# Business Insight 360



**Resolve an Issue**

**Feedback**

**New Requests**

**Contingency Plan**

**New to Power Bi?**



Region, Mar...

Customer

Product

2018

2019

2020

2021

2022

Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs Target

## Top 5 Countries by GM%

	Australia	Canada	China	Spain	USA
market	NS \$	GM \$		GM %	
Canada	\$251.8M	117.1M		46.49%	
China	\$147.4M	67.2M		45.58%	
Spain	\$88.4M	40.0M		45.32%	
Australia	\$119.3M	53.8M		45.08%	
USA	\$770.3M	342.6M		44.48%	
<b>Total</b>	<b>\$1,377.2M</b>	<b>620.7M</b>		<b>45.07%</b>	

## Australia's

### Top 5 Products by GM % Growth

product	GM % LY	GM %	GM % Growth	GM % YOY Growth
AQ Lite	31.58%	45.78%	14.19%	44.94%
AQ Master wireless x1	31.25%	45.26%	14.01%	44.84%
AQ Electron 3 3600	31.93%	45.82%	13.88%	43.47%
Desktop Processor				
AQ 5000 Series	32.31%	46.07%	13.76%	42.58%
Electron 8 5900X				
Desktop Processor				
AQ Pen Drive 2 IN 1	29.07%	41.64%	12.57%	43.25%
<b>Total</b>	<b>31.71%</b>	<b>45.86%</b>	<b>14.14%</b>	<b>44.59%</b>

### Bottom 5 Products by GM %

product	GM % LY	GM %	GM % Growth	GM % YOY Growth
AQ BZ Allin1 Gen 2				45.57% 45.57% 0.00%
AQ F16				45.36% 45.36% 0.00%
AQ Lumina				45.24% 45.24% 0.00%
AQ MB Elite				32.41% -32.41% -100.00%
AQ 5000 Series Electron 9				33.00% -33.00% -100.00%
5900X Desktop Processor				
AQ Wi Power Dx1				33.34% -33.34% -100.00%
<b>Total</b>	<b>33.10%</b>	<b>45.47%</b>	<b>12.37%</b>	<b>37.36%</b>

## Customer Performance

Customer	NS \$	GM \$	GM %
AtliQ Exclusive	\$19.4M	10.2M	52.61%
Digimarket	\$18.7M	8.8M	47.29%
AtliQ e Store	\$16.4M	7.4M	45.09%
Electricalsocity	\$16.7M	7.3M	43.43%
Amazon	\$17.1M	7.3M	42.39%
Sound	\$15.8M	6.6M	41.73%
Forward Stores	\$15.2M	6.2M	41.02%
<b>Total</b>	<b>\$119.3M</b>	<b>53.8M</b>	<b>45.08%</b>

## Post Invoice % and Growth YoY % Trend



BM = Benchmark, LY = Last Year

Clear all slicers